

## **TCIP FY18 Company Descriptions**

### **AtlasRTX- Software/IT, \$100,000 Award**

AtlasRTX combines artificial intelligence chatbots with live humans to create real-time, engaging experiences, 24/7, in any language. Messaging has vastly higher open and response rates over email, and people spend 91 percent of their mobile time in messaging apps. These channels are one of the best ways to engage clients for better results.

At AtlasRTX, we believe chatbots can optimize response time, data collection and accuracy, and that combining their use with real people has the power to humanize schools, governments, businesses and other organizations and make them more inclusive, equitable and responsive to the needs of communities and customer bases.

### **Dentavations- Life Science, \$100,000 Award**

Dentavations' Waterjet technology takes the proven water cutting technology and deploys it in a manner that is safe and effective for dentistry. Waterjet benefits the patient by eliminating noise and pain associated with cavity preparation. Most importantly, Waterjet replaces traditional dental drills, which produce heat and vibration that can create further micro-cracks and lead to more cavities. Waterjet eliminates this side effect and creates a quiet, pain-free environment for patient and practitioner.

### **ETL Robot- Software/IT, \$75,000 Award**

ETLrobot.com is an iPaaS (integrated platform-as-a-service) technology designed to manage complex data extractions and integrations for businesses. ETLrobot extracts, aggregates, de-duplicates and structures the data, loading it directly to a company's data warehouse of choice. A company can be up-and-running with their data in minutes without installation or writing a single line of code. ETLrobot fully manages and monitors the data pipelines, upgrades, API changes, alerts, duplicates, aggregations and notifications. Save time and money, and get all your data where you want it..

### **Homemation- Other/Consumer Goods, \$100,000 Award**

Homemation's Freshy will change the way we keep private and public restrooms smelling fresh. Using an array of sensors that are calibrated to the toilet in which it is installed, Freshy dispenses a liquid onto the surface of the water as it is in use. The liquid is an essential oil mix designed to trap waste odors beneath the surface and prevent them from spreading.

### **Incorporate Massage- Software/IT, \$100,000 Award**

Incorporate Massage has created the first fully-automated purchase experience for corporate massage events. Corporate massage events are shown to boost company morale, decrease employee healthcare costs, and increase employee productivity.

Incorporate Massage's platform automates the consumer purchase process on the client side, and the staffing process and scheduling process on the administrative side, making it possible to create a smooth-running, fully-customized massage event for your team. Incorporate Massage is in the process of expanding the platform to in-home personal massage a rapidly-growing arm of the massage industry.

**Indigo Industries- Outdoor Product, \$100,000 Award**

Indigo's matic quick-release system utilizes the properties of magnets and locking power of mechanics to optimize engineering design. Used so far for scuba gear, the innovative system increases ease of use and overall mechanical strength to ensure product reliability and user safety. The matic system is just one of the company's technologies under development to enhance products available to meet the needs of military, rescue and commercial diving. All Indigo Industries products have provisional patents on mechanics, design and use and are proprietary to the company.

**Inertial Sense- Aerospace/Defense, \$195,350 Award**

Tightly-coupled GPS inertial navigation technology fuses GPS, gyro, accelerometer, and other sensor data in a manner that improves GPS reliability and accuracy when GPS signals are weak or not available in areas such as urban canyons, highway overpasses, and tunnels.

The Inertial Sense is able to rely on fewer visible satellites to establish an accurate position. This technology exists in larger, more expensive systems used in research and military applications, but Inertial Sense has designed a product for low-cost mass production.

**IsoTruss Industries- Aerospace/Defense, \$75,000 Award**

IsoTruss is a ultralight composite structure that uses state-of-the-art material and optimized geometry to achieve the best strength-to-weight ratio. It has greater strength or lower weight than expensive aerospace materials, but is less expensive to manufacture than traditional steel and composite tubes. As validated by NASA, IsoTruss is 12x stronger than steel, 1/12 the weight of steel, non-corrodible and eco-friendly, emitting 70 percent less CO2 at manufacture than steel.

IsoTruss was invented by MIT Ph.D. Dr. David Jensen during his time teaching at Brigham Young University, and the technology has seen a major increase in demand from the military. The goal of IsoTruss Industries is to replace structural steel, wood and composite tubes with lightweight, strong, more affordable IsoTruss. The IsoTruss Industries product portfolio includes 47 patents.

**Neiybor- Software/IT, \$100,000 Award**

Often called "the Airbnb of self-storage," Neiybor is an online platform that connects renters in need of self-storage to individuals who have extra space. "Hosts" can create a listing for their space--like an empty garage, RV pad or driveway space--to be searchable by location. Neiybor

conveniently processes all payments and protects hosts and renters through verified identities, clearly defined liability and conflict resolution assistance.

Neiybor is built upon the belief that communities come together as neighbors provide a helping hand. Why build more concrete storage facilities when the space is available nearby? As an added bonus, Neiybor rentals, on average, provide storage at half the price of traditional self-storage services.

#### **Nozzle- Software/IT, \$100,000 Award**

Nozzle provides budget-friendly brand monitoring within search engine results, tracking top 100 search results per keyword for businesses and brands of all sizes. Nozzle's customized reports help clients understand their search results vs. competitors and shows them product and/or company mentions in industry blogs, trending social media and articles across the web. Clients can use this information for further targeted marketing and public relations outreach.

Nozzle can conduct tracking monthly, weekly, daily, or hourly--depending on client need and budget. Similar tools either don't provide enough data or are too expensive and inflexible to be cost effective.

#### **Novi Security- Other/Consumer Goods, \$200,000 Award**

Novi Security made a splash in affordable, user-friendly security with its first product: the ceiling-mounted 4-in-1 Sensor providing motion detection, smoke detection, an HD camera and siren. The sensor syncs with the Novi app, allowing you real-time updates on your cell phone. Novi is working to expand its offerings to additional types of innovative sensors and cameras with long battery life.

With a 10-minute install at one-fifth the price of traditional security, Novi provides peace of mind that anyone can afford for their home or business.

#### **nView Medical- Life Science, \$100,000 Award**

nView's AI-reconstruction algorithm compares prior information more than 200 times per second to X-ray measurements from our proprietary and open-geometry X-ray scanner to provide accurate and instant 3D images during the surgical procedure. nView's process reduces the amount of information required from the imaging system, thereby reducing data acquisition time and creating the real-time 3-D imaging. Importantly, this reduces the amount of radiation exposure for the patient by approximately 50 percent, and increases procedure accuracy.

#### **OTEC- Life Science, \$75,000 Award**

OTEC's Aero cervical collar is a unique design, comprised of ripstop nylon and air to create structure. All other devices used to immobilize suspected cervical injuries have static form and design. Current cervical collars, which are big and bulky, are not carried into resource-challenged environments where space saving and weight saving is a premium. The

Aero Collar packs small, is lightweight and easily deploys in all scenarios, from car crash to climbing accident.

#### **Pura Scents- Other/Consumer Goods, \$100,000 Award**

Pura is a subscription-based service for home fragrances that are used with a “smart” IoT (Internet of Things) fragrance dispenser. Upon sign up, a customer receives a smart dispenser and fragrance of choice. The customer then receives two fragrances a month for a monthly fee. Pura’s platform includes software that learns a user’s preferences, usage history, demographic variable and ingredient likes, dislikes, etc. This allows the company to recommend fragrances personalized for each user.

Pura’s technology is the world’s first platform that integrates remotely controllable, IoT fragrance dispensers that are compatible with fragrances from multiple brands. Pura’s software can configure Pura dispensers to automatically adjust the heating temperatures to match the properties (e.g., flash points) of the fragrances that are being used. This provides customers freedom of choice in the \$6 billion U.S. home fragrance market.

#### **Q Therapeutics- Life Science, \$100,000 Award**

Q Therapeutics has produced a groundbreaking product for the treatment of neurodegenerative and demyelinating conditions such as MS and ALS. When placed in the brain and spinal cord (central nervous system, or CNS), Q-CELLS™ produce two distinct cell types, astrocytes and oligodendrocytes, that perform the support and repair tasks essential for healthy nerve cell function.

Q-CELLS™ replace damaged or destroyed cells to help patients experience improved function and longer life. Q-CELLS™ is the only commercial-grade GRP cell product shown to be effective and has received FDA clearance for testing.

#### **Recyclops- Software/IT, \$100,000 Award**

Recyclops recycles millions of pounds a year. Its platform creates effective route and pick up services to serve customers at a more affordable rate. Recycling options are not always readily available to many residents--especially those in apartments and condos. The company is expanding its operations into a model similar to Uber or Lyft, with local contracted workers picking up recycled waste and transport it to a larger drop-off points for later removal.

Historically recycling in rural areas has been prohibitively expensive and therefore not implemented. This expanded service will target rural communities especially, increasing recycling and supporting the environment.

#### **Simplicity Airway- Life Science, \$125,000 Award**

The ReddyPort Elbow is a proprietary elbow connector that provides access to a patient’s airway directly through a CPAP/BiPAP mask during non-invasive positive pressure ventilation (NIV/NPPV). ReddyPort has a platform of products that work with the ReddyPort Elbow and

allow ICU clinicians to care for ventilated patients without taking the mask off. These adapters include voice amplification, oral care, nebulization (drug delivery), capnometry (CO2 monitoring) and endoscopy. The ReddyPort system will decrease hospital associated infection rates, improve patient comfort, and lower healthcare costs.

ReddyPort will be the only system on the market that has a patient microphone or an oral care solution that can be performed directly through the mask while pressure is maintained. These features are made possible by the ReddyPort elbow, which has a large valve that uses the ventilator pressure to automatically seal itself.

#### **SimplicityMD Solutions- Life Science, \$127,500 Award**

The U-Tube Catheter Control Technology (U-Tube) standardizes and controls a typical bend in a Central Venous Catheter (CVC), improving patient comfort and reducing dressing changes.

U-Tube redirects the CVC ports away from a patient's face, neck and hair and facilitates adherence to the CVC dressing – decreasing unnecessary dressing changes. U-Tube also decreases the occurrence of kinking and accidental removal of the CVC, which may result in life-threatening emergencies in ICU patients. The U-Tube increases the comfort of patients with IJ CVCs.

#### **Sixth Sensing- Life Science, \$100,000 Award**

Sixth Sensing's system uses two radio transceivers, on different sides of a bed, as a non-contact breathing monitor. The person's inhalation and exhalation cause changes in the radio channel, which are measurable by standard commercial wireless devices. One device transmits a low-power wireless signal, and the other receives it and makes a measurement of the radio channel. The changes in these measurements over a few seconds are used to determine the breathing signal and the rate of breathing.

Other non-contact breathing monitors tend to use radar, which is more expensive and less reliable. Sixth Sensing seeks to take advantage of advances in wireless technology to produce a low-cost, accessible alternative. e and technology advances in wireless over the past 20 years.

#### **SNO-GO- Outdoor Product, \$75,000 Award**

SNO-GO strives to stay ahead of the curve in the ski bike industry. S.L.A.T. (Synchronized Lateral Articulation Technology) makes all three skis edge in parallel so that when you lean side to side, the skis move in a completely synchronized manner.

In addition, SNO-GO has a chairlift hook and smart engineering to make for an easy chairlift ride. SNO-GO's quick release system allows for simple disassembly into three parts that fit into the trunk of any car. SNO-GO provides a smooth, safe and fun ride down the mountain.

**Teaching It Right- Software/IT, \$100,000 Award**

Autism Spectrum Disorder is a neurodevelopmental disorder that impairs a child's ability to communicate and interact with others. Current solutions are disjointed, time consuming, and costly as parents, educators, occupational therapists, speech pathologists and behavioral therapists provide "teacher taught" interventions with inconsistent results. Teaching It Right (TIR) has a unique solution to this problem: a research-based, multi-sensory program for smart mobile devices. The skills that each therapist, teacher, or parent would teach separately, can now be taught into a single, 10-minute a day program.

The program unites the learning experience and enhances teachers and therapist outcomes. TIR's first product, "Making Eye Contact," was sponsored through an SBIR National Science Foundation (NSF) grant.

**Through The Cords- Life Science, \$200,000 Award**

Through The Cords (TTC) has developed medical devices used to intubate patients when they cannot breathe. Devices include endotracheal tubes, exchange catheters, stylets and introducers with proprietary features that make intubation easier, and safer.

TTC's proprietary airway tools solve common problems associated with other intubation methods, including inability to steer devices into the windpipe and lack of intuitive depth control. TTC devices solve these problems intuitively and inexpensively, saving in medical costs and saving lives.

**Trace- Software/IT, \$150,000 Award**

Trace is an online research platform that combines the expertise of nearly 4,000 professional genealogists, researchers, archivists and private investigators. Through sophisticated project management tools, Trace delivers an affordable and simple customer experience to help people discover their roots. We connect customers with boots-on-the ground professionals to help them solve unanswered questions, tackle challenges and find their family.

**Utilisync- Software/IT, \$140,000 Award**

UtiliSync is a cloud platform providing inspection automation for public works. With UtiliSync, a municipality can integrate their utility mapping data, manage documents and ultimately streamline inspections for utilities including manholes, water valves, fire hydrants, water sampling, water main breaks, signs, lights, street sweeping, snow plowing, material testing, etc.

UtiliSync automates the very time-consuming process required of field crews to document their activities. Field crews have reported an average of 300 percent increase in efficiency with UtiliSync.

**Waterbear Life Devices- Life Science, \$200,000 Award**

The Sidekick is an award winning, next-generation asthma spacer device that not only serves as a stylish and customizable carrying case for an inhaler, but when engaged into the actuation position, the Sidekick transforms into a functioning spacer device. Now you only have to carry one item instead of two, and the Sidekick is optimized to make fitting the device in your pocket, purse, gym bag, glove box or outdoor pack quite easy compared to the bulky, cumbersome 'pop bottle' style spacers

The Sidekick is a better product for better breathing, so asthmatics can feel empowered not embarrassed or inconvenienced.

#### **Wooly- Software/IT, \$100,000 Award**

Wooly helps companies identify real, paying customers among social fans or followers. Wooly matches customer's email addresses to publicly available information, including social profiles. Top brands might use CRMs or social media management software to track clicks and purchases or listen and engage with fans and followers, but they have no way of knowing if followers are "bots" or real people.

Wooly bridges the gap, and brands can use this information to 1) identify and collaborate with influencers, 2) create ambassador programs, 3) target people similar to their best customers, and 4) deliver highly personalized experiences. Wooly understands that customers are not just usernames or email addresses--they are real people providing real opportunities.

#### **ZipBooks- Software/IT, \$100,000 Award**

ZipBooks is web-based accounting software for small businesses, integrating additional software solutions for business owners such as invoicing, merchant services, invoice financing, business intelligence, payroll, lead generation, review management, time tracking and project management.

ZipBooks builds other operations beyond accounting, such as customer reviews, into its streamlined workflow so that small business owners can manage these value-adding operations that are frequently overlooked for being too complex. Eighty percent of ZipBook users are service-oriented businesses, which live and die by lead flow. The public profiles provide a strong access point for new customers. Our current success with search engine optimization allows Zipbooks to provide low-cost leads to our customers.





